



°Oh!led

Raising lighting to a new level.

In the past OLED has mainly been used for decorative and ambient lighting. OLED stands for Organic LED and produces a natural glare-free light. This innovative OLED luminaire has a lumen output of 300lm from a single 12,7cm sheet, which makes it the brightest commercially available OLED in the world and makes it perfectly suitable for contemporary designs. This sleek panel, mainly made out of aluminium and glass is less than 5mm thick. Oh!led is available in satin black or satin white.

Material: aluminium and glass

Colours: white or black

Designer: Bart Lens

Launched in: 2015

Oh!led ceiling model

Dimensions	W: 4.5mm, H: 127mm, L: 127mm. Tube length on request up to 2m
Lamp type	OLED
Supply voltage	110-240 VAC
Driver included	1-10V + push dim or DALI dim
Power max.	6.5 W
Flux	300lm
Color temperature	3000K
Lifetime	+10.000h on full brightness, + 50.000h on half brightness
IP rating	IP20
Protection class	1
Certification	CE, RoHS

Oh!led desk model

Dimensions	W: 4.5mm, H: 127mm, L: 127mm. Tube length xxx cm
Lamp type	OLED
Supply voltage	240 VAC
Driver included	EU plug
Power max.	6.5 W
Flux	300lm
Color temperature	3000K
Lifetime	+10.000h on full brightness, + 50.000h on half brightness
IP rating	IP20
Protection class	1
Certification	CE, RoHS

Oh!led floor model

Dimensions	W: 4.5mm, H: 127mm, L: 127mm. Tube length xxx cm
Lamp type	OLED
Supply voltage	240 VAC
Driver included	EU plug
Power max.	6.5 W
Flux	300lm

Color temperature	3000K
Lifetime	+10.000h on full brightness, + 50.000h on half brightness
IP rating	IP20
Protection class	1
Certification	CE, RoHS

Belgian innovation with a surprise



The Oh!led collection tells the story of a successful collaboration.

Eden Design introduced the oh!led to the market in 2014. The name expresses pleasant surprise and this is reflected in the lights' fun yet clean design.

It's the result of a collaboration between EDEN Design and the Designer Bart Lens.

Bart Lens points out that the collection's form was inspired by the OLED technology alluded to in its name: "The nature of OLEDs – wafer-thin, square, and black-edged – called for a specific approach that was different than for light bulbs or halogen lamps. OLEDs are simply a different type of light

source. Oh!led draws attention to the staggering luminous output and the effects that can be achieved with the technology."

Eden Design had heard about the evolution and greatly improved efficiency of OLEDs. Kim Jonkmans, the company's lighting manager and software engineer, asked the design team around Bart Lens to put their creative heads together to develop a body to house the OLEDs. "We soon had five sketches in front of us. From these, we quickly had a preferred choice," Lens recalls.



The "Oh!led" – simple, clean and fun.

“Oh!led draws attention to the staggering luminous output and the effects that can be achieved with the technology”

In October 2014, Eden Design unveiled oh!led at the Interieur Biennale fair in Kortrijk, Belgium. “Oh!led was immediately met with great interest,” says Lens. The slender and minimalist design led to the team fielding inquiries about product illumination, such as for cars and jewelry. “There is also always a clientele that is looking for the very latest features,” says Lens.

It is perhaps no big surprise that Eden Design hails from Belgium. From fashion and art to furniture and architecture, the country clearly has an affinity with design and experimentation. Essence, purpose, utility, relevance, and simplicity are something the Flemish have a good eye for, Lens suggests.

“Belgium is a small country and being the underdog is always good for creative and experimental thinking. For us as a company to prove ourselves at world events, we simply need to be better, think further, and perhaps even be the best.”

And as for future plans? “If we can take full advantage of the efficiency and the manifestation of OLEDs and we can deploy them for socially relevant production, then the OLED dream is fulfilled.”



Bart Lens

The company's showroom in Gent: an inviting and creative space.

